

KEEPING KIDS SAFE, HEALTHY, AND STRONG





# who we are



NJTL proudly supports your efforts in providing kids the experience, strength of character, and knowledge—to prepare them for the challenges that lie ahead.

## **The National Junior Tennis & Learning**

(NJTL) network is one of the USTA's largest community-based initiatives that for decades has engaged millions of youth through tennis and education programming.

NJTL chapters share a common commitment to youth development through out of school time education, community building, and tennis as a lifetime sport. USTA Serves, the philanthropic arm of the USTA, works closely with NJTL to

support initiatives, programs, chapters, and most importantly--the kids. Founded in 1969, Arthur Ashe, Charlie Pasarell and Sheridan Snyder developed NJTL as a way to reach kids with a message of empowerment and purpose. While varying in size and programming, NJTLs provide all kids the access to a progressive pathway of low or no cost community-based after school programming, keeping them healthy, safe and strong.

**Since its beginnings**, the values, ideals and goals set forth by its founders has

provided kids regardless of race, gender or income, with opportunities to develop their individual skills on the court while gaining leadership and academic excellence off the court.

**These critical life skills serve kids** as they grow and participate in an ever-changing world. As an NJTL, you provide kids with a broad spectrum of resources from entry level recreational tennis to player development teams and college preparation programs.



The USTA is dedicated to providing tennis opportunities to all communities across the country.



# what we offer

Resources and tools to make sure every child in your community get the chance to step up.

## WE BRING REAL LIFE SOLUTIONS

to the everyday challenges faced by providers. We offer options that often mean the difference between safe, inclusive programs, and having to make the hard decisions about turning deserving kids away or limiting services.

## CAPACITY BUILDING PROGRAM

Designed to provide long-term assistance to selected chapters that are committed to achieving significant qualitative and quantitative growth. This program helps the chapter to develop the management capabilities necessary to expand their impact and reach into the community.

## EXCLUSIVE PROGRAMS

- Life Skills Curriculum
  - NJTL National Student Athlete Competition and scholarships
  - Arthur Ashe Essay and Art Contest
  - NJTL Kids' Day Grant with banner & certificates
  - NJTL Tennis Leadership Camps



- NJTL of the Year Award
- Stipends to attend the Community Tennis Development Workshop
- Free or discounted equipment
- Annual Mailing with marketing materials and program information
- Limited Arthur Ashe Kids' Day Tickets.

## OTHER BENEFITS INCLUDE:

Registered NJTL Chapters are eligible to receive monetary support and access to valuable programs such as: USTA School Tennis resources, Recreational Coach Workshop (RCW) and QuickStart Tennis (QST) Workshop host incentives, and the Facilities Assistance Program.

Scholarships and grants available through USTA Serves Semi-annual program grants

- The Marian Wood Baird College Scholarship
- The Dwight F. Davis Memorial Scholarship
- The Dwight Mosley Scholarship Award
- The USTA Serves College Education Scholarship

- The Eve Kraft Education & College Scholarship
- The USTA Serves College Textbook Scholarship
- The USTA Serves Summer of Service

## INSURANCE

One of the most significant membership benefits for NJTLs and Community Tennis Associations (CTAs) is that they can now operate freely with Liability and Accident insurance provided by the USTA under a low cost Master-policy program which provides coverage against allegations of negligence resulting from bodily injury or property damage. Also, NJTL chapters are eligible for low cost Director's and Officer's Insurance.

The USTA Master Liability and Accident policy provides business insurance benefits for qualified CTAs and NJTLs for:

- USTA and Non-USTA Tennis Activities
- USTA Sanctioned Tournaments
- On-Court and Related Off-Court Activities and Events



Only through NJTL membership can you tap into such a wide array of resources, and amazing opportunities for your organization, your community and your kids to grow.



# education

**LEARNING AND GROWING** is critical in the development of an athlete. Making a menu of dynamic programs and educational materials available for your organization to spark that development goes to the core of what NJTL is all about. We partner with city and state-wide after-school networks to provide tennis and education opportunities as widely as possible, complete with evaluation instruments in order to demonstrate our impact.

**NATIONAL STUDENT ATHLETE COMPETITION** is an exciting opportunity for children in grades 5-12 to compete for \$75,000 in college scholarships. Points are earned based on school report card grades, USTA tournament results and Jr. Team

Tennis participation. In addition to college scholarships, winners are rewarded with an all-expense paid trip to Arthur Ashe Kids' Day in New York City.

**ARTHUR ASHE ESSAY AND ART CONTEST**

To celebrate the legacy of humanitarian and tennis great Arthur Ashe, NJTL sponsors an annual essay and art contest throughout the year for children in the participating network. Each year, 10 National essay winners and 4 national art winners have the chance to receive an all-expense paid trip to New York to be guests at Arthur Ashe Kids' Day. We promote the Arthur Ashe Learning Center as a free online resource for children to learn about the life and legacy of the iconic tennis champ.

It is said that before you can fly  
you must learn to walk.



Learning is an integral part of the game when it comes to playing in the real world. Kids need the encouragement and support to get creative, stay focused, and embrace all the wins in their life.



# life skills

## NJTL/FIRST SERVE LIFE SKILLS CURRICULUM

This innovative program enables chapters to leverage the lessons of tennis to illustrate the skills, values and experiences to empower youth to become more successful in life.

As kids progress through the curriculum they earn graduation certificates in three levels.

**“Game”:** Kids learn about being a team player, being positive, and understanding the rules. Personal aspects such as practicing proper hygiene, effectively talking with others, and appreciating diversity are also addressed.

**“Set”** teaches them to embrace fitness, and the role of

*nutrition, how to stay calm and focused, while improving study skills, resolving conflict, and dealing with peer pressure.*

**“Match”** requires kids to speak in front of others. It teaches good decision making, and encourages the setting and attaining of personal goals, it helps kids learn how to overcome challenges, and to be more comfortable giving and receiving help.

Kids get a unique opportunity to learn the rewards of personal responsibility and good sportsmanship in a fun and familiar setting. Resources and materials include free training, curriculum, instructor’s manual, children’s playbooks, T-shirts and graduation certificates.

It is one thing to expect a child to do the right thing, it is quite another to show him how.



We assist you in giving kids the opportunities to build their character and help them develop their skills on and off the court.



# tennis

## TENNIS LEADERSHIP CAMP

(TLC) provides NJTL participants with the tennis and social experience of a lifetime. This week long life-changing experience emphasizes character and leadership development, good sportsmanship, physical fitness, proper nutrition, and other healthy attitudes. Tennis is the focus of the week; however, other activities are planned such as career exploration, sightseeing, cultural, sporting, and social events

## PLAYER DEVELOPMENT and NJTL

are working together to identify and develop talent by reaching out to traditionally underserved communities. We test youth through a battery of athletic tests that draw upon general athletic abilities and do not presuppose a history of tennis lessons. Top-performing young athletes are invited to free of charge Regional Training Center Camps, free private training, and even national competition.

National Talent ID Month and USTA Excellence Teams are two examples of programs available to NJTL youth exclusively that we provide so that kids can develop to the best of their abilities both academically and on-court.

Success is a journey, not a destination. The doing is often more important than the outcome.

— Arthur Ashe

The NJTL network connects chapters to their communities for a higher level of engagement; keeping kids' after school lives safer, happier and healthier.

**Read more:**  
[http://www.brainyquote.com/quotes/authors/a/arthur\\_ashe.html#ixzz1Mps8DjoR](http://www.brainyquote.com/quotes/authors/a/arthur_ashe.html#ixzz1Mps8DjoR)





START WHERE YOU ARE. USE WHAT YOU HAVE. DO WHAT YOU CAN.

— Arthur Ashe

# contact



To learn more about the benefits of starting an NJTL program visit us at:  
[www.usta.com/njtl](http://www.usta.com/njtl) or call (914) 696-7000